

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended): A display strip for arranging and attaching a plurality of product-enclosed bags for the-a display, the display strip having a predetermined length and width, and having a hole close to one end thereof,  
which comprises at least a substrate layer and a sealant layer,  
the sealant layer being bondable to a surface layer of the bag by thermocompression bonding and having no pressure sensitive adhesive property before the thermocompression bonding, but being bondable to the bag again owing to exposure of a pressure sensitive adhesive face in the ease of peeling of the bag by thermocompression bonding  
wherein the sealant layer has a layered structure of two or more layers  
and at least the outermost layer is a heat seal layer containing a thermofusible resin having no pressure sensitive adhesive property at room  
temperature and an inner side layer of the heat seal layer is a pressure  
sensitive adhesive layer having the pressure sensitive adhesive property at  
room temperature.
2. (Canceled): The display strip according to claim 1,  
wherein the sealant layer contains a heat activated pressure sensitive adhesive.
3. (Canceled): The display strip of claim 2,

wherein the sealant layer has a layered structure of two or more layers and at least the outermost layer is a heat activated pressure sensitive adhesive layer containing a heat activated pressure sensitive adhesive and an inner side layer of the heat activated pressure sensitive adhesive layer is a pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal room temperature.

4. (Canceled): The display strip according to claim 2 or 3,

wherein the heat activated pressure sensitive adhesive contains a thermoplastic resin with a second transition temperature of -10 to 70°C and a solid plasticizer with a melting point of 70 to 120°C.

5. (Canceled): The display strip according to claim 4,

wherein the heat activated pressure sensitive adhesive further contains a tackifier.

6. (Canceled)

7. (Currently Amended): The display strip according to claim-6\_1,

wherein the pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature contains a rubber pressure sensitive adhesive or an acrylic pressure sensitive adhesive.

8. (Currently Amended): The display strip according to claim-6\_1 or 7,

wherein the heat seal layer has a thickness of 20  $\mu\text{m}$  or less.

9. (Currently Amended): The display strip according to claim 1, ~~2~~7, or ~~3~~8,  
wherein the substrate layer comprises biaxial oriented polypropylene,  
biaxial oriented polyethylene terephthalate, metal, paper, or these laminates.

10. (Currently Amended): The display strip according to claim 1, ~~2~~, or ~~3~~,  
wherein the bag comprises at least ~~the~~a sealant layer and ~~the~~a  
substrate layer.

11 - 15. (Canceled):

16. (Currently Amended): A display strip and product assembly,  
which is obtainable by bonding the display strip according to claim 1,  
~~2~~, or ~~3~~ and a product-enclosed bag by heat sealing.

17. (New): The display strip according to Claim 1,  
wherein the sealant layer comprises at least one resin selected from a  
group consisting of polypropylene, copolymers of propylene and other olefins,  
low density polyethylene and ethylene-vinyl acetate copolymers.